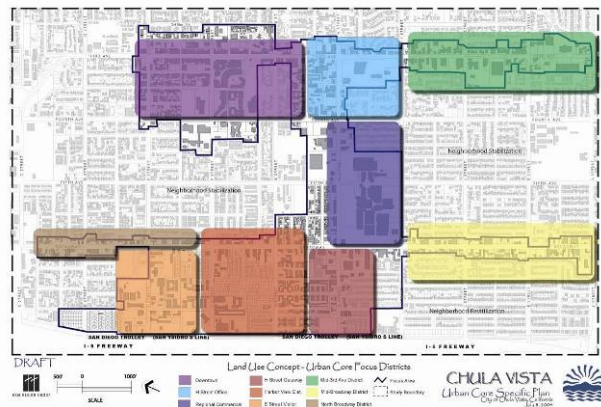


City of Chula Vista Urban Core Specific Plan



Visual Preference Survey – Preliminary Results

September 13, 2004
Public Workshop

DOWNTOWN

Low to Mid-Rise

Appropriate Height/Massing: 3 stories (42%)
1 story (25%)
7 stories (18%)
4 stories (15%)

Top-Rated Images:

#1



67% Appropriate
9% Neutral
22% Not Appropriate

#2



64% Appropriate
9% Neutral
27% Not Appropriate

Bottom-Rated Image:



24% Appropriate
7% Neutral
67% Not Appropriate

H STREET OFFICE

Mid to High-Rise

Appropriate Height/Massing: 4 stories (45%)
 8 stories (31%)
 16 stories (15%)
 12 stories (9%)

Top-Rated Images:

#1



55% Appropriate
11% Neutral
33% Not Appropriate

#2



81% Appropriate
19% Neutral
0% Not Appropriate

Bottom-Rated Image:



13% Appropriate
4% Neutral
80% Not Appropriate

MID-THIRD AVENUE

Appropriate Height/Massing: 4 stories (40%)
 3 stories (35%)
 7 stories (13%)
 1 story (11%)

Top-Rated Images:

#1



65% Appropriate
9% Neutral
22% Not Appropriate

#2



62% Appropriate
13% Neutral
24% Not Appropriate

Bottom-Rated Image:



29% Appropriate
5% Neutral
65% Not Appropriate

CHULA VISTA REGIONAL COMMERCIAL CENTER

Low to Mid-Rise

Appropriate Height/Massing: 3 stories (36%)
 4 stories (29%)
 7 stories (24%)
 1 story (11%)

Top-Rated Images:

#1



80% Appropriate
4% Neutral
15% Not Appropriate

#2



76% Appropriate
4% Neutral
18% Not Appropriate

Bottom-Rated Image:



5% Appropriate

13% Neutral

80% Not Appropriate

NORTH BROADWAY DISTRICT

Appropriate Height/Massing: 3 stories (53%)
 1 story (25%)
 4 stories (13%)
 7 stories (7%)

Top-Rated Images:

#1



73% Appropriate
7% Neutral
16% Not Appropriate

#2



69% Appropriate
7% Neutral
20% Not Appropriate

Bottom-Rated Image:



9% Appropriate

7% Neutral

76% Not Appropriate

E STREET VISITOR DISTRICT

Mid to High-Rise

Appropriate Height/Massing: 4 stories (56%)
8 stories (16%)
12 stories (11%)
16 stories (9%)

Top-Rated Images:

#1



71% Appropriate
4% Neutral
20% Not Appropriate

#2



67% Appropriate
4% Neutral
22% Not Appropriate

Bottom-Rated Image:



4% Appropriate

5% Neutral

87% Not Appropriate

HARBOR VIEW DISTRICT

Low to Mid-Rise

Appropriate Height/Massing: 3 stories (40%)
1 story (27%)
4 stories (11%)
7 stories (9%)

Top-Rated Images:

#1



69% Appropriate
9% Neutral
9% Not Appropriate

#2



47% Appropriate
2% Neutral
35% Not Appropriate

Bottom-Rated Image:



11% Appropriate

5% Neutral

67% Not Appropriate

H STREET GATEWAY

Mid to High-Rise

Appropriate Height/Massing: 4 stories (42%)
8 stories (25%)
16 stories (11%)
12 stories (4%)

Top-Rated Images:

#1



51% Appropriate
5% Neutral
27% Not Appropriate

#2



49% Appropriate
4% Neutral
27% Not Appropriate

Bottom-Rated Image:



13% Appropriate
5% Neutral
67% Not Appropriate

MID-BROADWAY DISTRICT

Appropriate Height/Massing: 3 stories (40%)
 1 story (24%)
 4 stories (11%)
 7 stories (5%)

Note: Images were not ranked for this district due to similarities with the Mid-Third District and North Broadway District and consideration of time.

PROPOSED GENERAL PLAN HEIGHT CATEGORIES:

Low Rise 1 to 3 stories

Mid Rise 4 to 7 stories

High Rise 8 or more stories